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60-8063/b

13 NOV 1960

✓  
*encl*  
Mr. Sigurd S. Larson  
Chairman of the Board  
Young & Rubicam, Inc.  
285 Madison Avenue  
New York 17, New York

Dear Sig:

I have checked further into the matter about which you wrote me in your letter of September 23 and find that it is receiving close attention and coordination by all concerned [redacted]

I appreciate very much your sincere concern and offer to be of assistance. Your continued encouragement of your representative to assist in the fine job being done by the North American Association in their programs to develop better understanding [redacted] will be of great value.

Sincerely,

SIGNED

Allen W. Dulles  
Director

cc: DDCI

Signature Recommended:

(Signed) Richard M. Bissell, Jr.

9 NOV 1960

Deputy Director (Plans)

DDP/WH: [redacted] kte (8 November 1960)

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1 - C/OPS w/ [redacted]

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**SECRET**

DD/P 0-5948

8 November 1960

60-806311

**MEMORANDUM FOR: Director of Central Intelligence**

**VIA : Deputy Director (Plans)**

**SUBJECT : Approval of Suggested Reply to Letter of  
23 September 1960 from Mr. Sigurd S. Larnon**

Attached for the Director's signature is a suggested  
reply to the letter of 23 September 1960 from Mr. Sigurd S.  
Larnon.

J. O. KING  
Chief

Western Hemisphere Division

1 Attachment

cc: DDCI

**SECRET**